

Today's Youth *Tomorrow's Future*

A Chance to Encounter Success

A Chance to Encounter Success





Our Mission

To help youth acquire the necessary education and training to enhance career preparation, and to ensure that young people, particularly those most in need, have the opportunities and skills necessary to succeed in the global economy of the 21st century.

Youth Workforce Development Vision

All District of Columbia youth will acquire academic, occupational, community and workplace knowledge and skills through a comprehensive Pre K-16 School-to-Careers/Career Pathways System that enables them to access viable, high-quality careers; encourages lifelong learning and continued upward mobility; promotes economic self-sufficiency; and equips them to be responsible, contributing citizens.

—School-to-Careers/Youth Investment Governing Council, 1997



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A Message From The Director



Dear Youth Opportunity Stakeholder:

Our young people are bright, intelligent individuals who desire to do well and be accepted by peers and adults in their lives. These positive attributes are the catalyst for reforming our approach to service delivery for young people. Through the Youth Opportunity Program, we are preparing young people to meet the challenges they will face as they mature into adulthood and obtain career success. Our reform efforts include:

- Providing a holistic approach to youth development, incorporating training, counseling, volunteerism and child care assistance, as needed;
- Establishing neighborhood-based service centers with community partners to provide easier access for youth customers and their families;
- Engaging employers, labor unions and other interested stakeholders in providing career development and employment opportunities;
- Continuing to invest in staff development and building the capacity of community partners through the D.C. Professional Institute for Youth Development Practitioners, established by the D.C. Department of Employment Services in May 2002; and
- Providing youth leadership opportunities through youth councils to ensure that we continue to offer programming that will attract the youth customers we serve.

We wish to thank our Youth Opportunity Grant partners, stakeholders, parents/guardians, staff and community for helping us prepare young people for their future success. In the coming years, we look forward to strengthening public and private partnerships and creating innovative work and learning opportunities that will lead young people to promising careers. We also strive to build on best practices that achieve increases in graduation and employment rates, as well as skill competencies. All of which are designed to better meet the needs of youth and employers in the Washington Metropolitan labor market.

Sincerely,

Gregory P. Irish
Director
D.C. Department of Employment Services

A Message From The Program Director



Dear Youth Opportunity Stakeholders:

As we move into the fourth year of the D.C. Youth Opportunity Program, we will build upon the lessons learned during the past three years and strive to ensure that each youth associate is provided with a unique and empowering opportunity to prepare for work place success.

D.C. YO! provides the District with an opportunity to create a system that bridges traditional human services, with structured educational and employment opportunities for our associates to become "new citizens." New citizens are equipped with a personal understanding of community, and are aware of the role they play in ensuring that their community is thriving both economically and socially.

Through demonstrated efforts from our associates and our program partners, the District will deliver a Youth Opportunity model that is number one in the country. Young people are able to visit any Youth Opportunity Center and be greeted by a youth-friendly staff, and receive appropriate services that will assist them in achieving their career goals, as well as making the transition to higher education, employment, apprenticeship or training that leads to a viable career path.

We will accomplish these objectives with effective leadership, continued hard work, perseverance, clear goals and teamwork. I look forward to working with our stakeholders to build a strong Youth Opportunity system for the District of Columbia.

Respectfully,

A handwritten signature in black ink that reads "Michael I. Watts, Jr." The signature is fluid and cursive.

Michael I. Watts, Jr.
Program Director
D.C. Youth Opportunity Program
D.C. Department of Employment Services

D.C. YO!

A Chance to Dream... A Chance to Explore... A Chance to Learn
A Chance to Prepare Today's Youth to Succeed in tomorrow's Work Force...

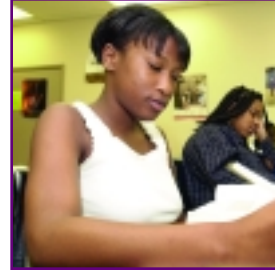
About D.C. YO!

Youth can not know what their In August 2000, the District of Columbia was one of 36 qualifying communities across the nation to be awarded a five-year demonstration grant by the U.S. Department of Labor, to implement a Youth Opportunity Program. The Youth Opportunity Program invests significant resources in high poverty communities to impact increases in employment, high school completion and college enrollments for young adults.

Through the District of Columbia Youth Opportunity (D.C. YO!) Program, youth ages 14-21, have access to a wide range of services and resources to address personal, social, academic and vocational challenges. Community alliances with faith-based and civic organizations, government, business, labor and schools provide comprehensive services that are key to support and prepare young people to become capable, competent and contributing citizens in the workplace and community.

The young people who are enrolled in the D.C. YO! Program come from communities that are challenged by high illiteracy, unemployment and violent crimes. Many of the young people from these challenged communities hope for a brighter future, and anxiously await opportunities that will open doors. They are impassioned to learn and seek to broaden their knowledge, skills and competencies, so they can enter the workforce and be successful in a career of their choice.

D.C. YO! Prepares today's youth for tomorrow's future. The learning experiences are designed to provide real life solutions to real life challenges.



Our Approach to Youth Development

View young people as a resource to be developed, not as problems to be managed. Therefore, program offerings provide family-like environments, where adolescents can feel safe, and caring adults support and empower them to develop their competencies and knowledge needed to meet the increasing challenges they will face as they mature into adulthood.

[Carnegie Council 1996, 1994; Lerner 1995; McLaughlin et al. 1994; Dryfoos 1990; Pittman 1991]

D.C. YO! exposes youth to a variety of careers and real life experiences, academic and work-based learning, leadership development and support systems that empower youth to control their destinies

D.C. YO! offers 15 youth development activities:

- Internships
- Employment
- Community Service
- Sports/Recreation
- Support Groups
- Peer-to-Peer Mentoring
- Alumni Groups
- Life Skills
- Tutoring
- Job Readiness Training
- Reading/Math Remediation
- GED Preparation
- College/SAT Prep
- Occupational Skills Training
- Job Search Assistance

Taking Action

D.C. YO! counselors work with associates in the program to identify their interests and academic aptitude, and help to develop realistic expectations and attainable goals.

The Program:

- Partners with business, government, labor and other community organizations to create year-round employment opportunities, internships and summer jobs.
- Teaches skills in information technology, media production, writing and leadership.
- Provides supportive services, such as childcare assistance, transportation assistance, stipends and training.
- Celebrates the successful completion of associates' GED, high school diploma or college degree.
- Provides community service opportunities that instill in youth the importance of giving back to their community through volunteerism.
- Offers activities that expose associates to social, civic and educational opportunities, such as field trips to colleges, recreational and cultural events
- Cares about success after associates leave the program. For two years after completion of the program, YO! staff monitor associates' status and provide support to ensure their success.



Youth

Neighborhood-Based Service Centers

Youth associates don't have to come downtown to participate, because D.C. YO! delivers services where people live, in their communities. At the heart of the D.C. YO! program are six One-Stop Youth Opportunity Centers operated by program partners, each of whom are carefully selected based on their proven ability to provide effective services to underprivileged youth.

Most major components of the program are operated directly by neighborhood based partners and provide services in:

- Recruitment, eligibility determination, intake and enrollment
- Orientation
- Assessment and case management
- Supportive services
- Placement in youth development services and activities
- Job Search Assistance
- Retention and follow-up

Friendship House Association

To help people find alternatives to life-long poverty, to counteract the breakdown in family life, and to establish partnerships with individuals in the solutions to their problems.

DC Link & Learn Technology Center

DC Link & Learn, a subsidiary project of the Foundation for Educational Innovation (FEI), believes that by increasing information technology access solutions to the public, they will provide a holistic approach to the use of technology as a positive tool for change. It is the imperative of FEI to diligently achieve standards of excellence through means of attaining organizational and individual self-sufficiency.

Action to Rehabilitate Community Housing (ARCH)

ARCH serves as a catalyst, primarily in the wards east of the Anacostia River, ensuring individuals and families have access to quality education, jobs that pay livable wages, cultural activities, adequate and affordable housing, neighborhood businesses and effective health and social services.

United Planning Organization Quantum Program

UPO is the Community Action Agency for the District of Columbia, responsible for providing leadership, support, and advocacy to advance the welfare of citizens of Washington, D.C. toward self-sufficiency and self-determination.

Latin American Youth Center

Latin American Youth Center supports youth and families in their determination to live, work and study with dignity, hope and joy.

Covenant House Washington

Covenant House Washington is the largest privately-funded, non-profit childcare agency in the nation. Incorporated in New York City in 1972, it provides food, shelter and emergency and support services to at-risk, homeless, throwaway and runaway youth.

Youth Opportunity Centers

Now more than ever, businesses can integrate the training development of youth into their corporate culture, and creatively equip young workers with the skills and talents needed by their industry. YO! partners with business, labor and community organizations to provide work-based learning experiences that lead to career opportunities.

DC YO! has strategically aligned occupational skills training around D.C.'s key industry areas targeted for growth. These offerings are designed to grow the skills and talents needed for D.C.'s key industries and prepare young people for jobs and careers located in the Washington metropolitan area.

Areas of instruction that are a focus of the program include:



Business/Professional/Financial/ Association Services

- Customer Service
- Basic Clerical
- Advanced Database Management

Hospitality/Entertainment/Tourism/ Specialty Retail

- Culinary Arts
- Customer Service for Hospitality Industry
- Food Handling

Media Publication

- Broadcast Media
- Audio Recording Engineering
- Video Production

Health Services

- Certified Nursing Assistant
- Home Health Care Aid
- Licensed Practitioner

Information Technology/Telecommunications

- Certified Nursing Assistant
- Home Health Care Aid
- Licensed Practitioner
- Application Development
- A+, Network Plus Certification

Trades

- Building and Construction Trades
- Wood Artisan

A chance to dream. A chance to explore. A chance to learn. A chance to progress.
A chance to expand. A chance to compete. A chance to hope. A chance to encounter success.

YO! Associates Say... A Chance Has Changed Their Lives

Michael Gunn, 19

I feel that the YO! Program is helping me to become a better person. I am in class everyday to get my GED. The YO! Program has helped me to meet new people and make new friends. The stipend helps a lot with transportation and food. Before I came to this program I was not doing anything, but hanging in the streets with people who did not go to school or who were not doing anything positive!

Aubrey Winstead, 21

The YO! Program is the best program for any young adult in need. At YO! DC Link & Learn Technology Center you are guaranteed that your agenda will be fulfilled, no matter what it takes to fix your life. Anything under the sun that a young adult feels is a problem can get solved.

Donavan Black, 19

When I came to the YO! Program I was homeless and out of school. I had no hope of finding a place to live or proper schooling. Through the efforts of the YO! Program, I have acquired a job as an assistant manager and obtained housing. If it had not been for the YO! Program, I would be out on the streets. I have learned how to balance a checkbook, keep a savings account and manage my money. Now, I purchase savings bonds every pay period.

Dion Ingram, 20

The YO! Program has done nothing but positive things for me! I'm working part time at the ARCH Center as a youth outreach worker, which is providing me with skills I will need in the workplace. I've obtained my GED and I'm also volunteering in the community.

Yo! Highlights

National Council of Negro Women

The National Council of Negro Women and Concerned Black Men work in collaboration with the program to provide mentoring to youth enrolled at the Youth Opportunity Centers.

CEEP - Urban Leadership Academy

Community Equity Empowerment Partnership (CEEP) is a comprehensive educational based initiative focused on providing students at Ballou High School and out-of-school youth with leadership, technology and broadcast media training.

Fire and EMS Cadet Training Program

The Fire and EMS Cadet Training Program is designed to instruct and train youth interested in pursuing a career in the fire and emergency services field. After successful completion of the year-long training program, cadets will be certified as firefighters or EMS technicians and will receive employment in these fields.

Youth Invasion Television Show

"Keeping It Real" is hosted and produced by youth from the Youth Opportunity Centers (YOC). The D.C. Office of Cable Television and Telecommunications will train youth in broadcast media careers. The youth-oriented show airs on City Cable 16 on Saturdays and weekdays.

Ben & Jerry's PartnerShop Business Venture

Ben and Jerry's franchise is owned and operated by YO! partner Latin American Youth Center (LAYC). The PartnerShop provides employment and training in every aspect of the ice cream store business. LAYC's goal is to ensure that all youth involved with the PartnerShop gain valuable work experience, advance educationally, and develop critical life skills that will enable them to compete and succeed in the 21st century. The proceeds from the Ben & Jerry's PartnerShop go back into the community to assist youth and families in their determination to live, work and study with dignity.

Team D.C.

Learn, Lead & Live Smart Youth are trained to provide residents of the metropolitan area with much needed information on how to deal with emergencies and catastrophic events. In turn, the Team D.C. members are better equipped to handle and manage emergencies

Professional Development Institute

Committed to developing professional expertise and organizational capacity in the field of youth and workforce development, the D.C. Department of Employment Services launched the Professional Development Institute for Youth Development Practitioners in May of 2002. The Institute was coordinated by the National Center for Strategic Nonprofit Planning and Community Leadership (NPCL) to offer youth practitioners creative and promising

best practices and models from across the country that can serve the developmental needs of youth. Seventy-five staff members attended the training and earned credit hours towards 334 hours of credentialing as a certified Youth Development Practitioner -- an apprenticeship recognized by the U.S. Department of Labor. Ninety-nine percent (99%) of YO! staff have been trained in youth development course work.

Educational Tours

D.C. hosted educational tours for U.S. Congressional staffers, government officials and other stakeholders to see and hear first-hand from youth associates who have been successful in overcoming seemingly insurmountable challenges, such as homelessness, gang-related activities, and whose lives have been transformed as a result of their involvement in the YO! Program.

Annual Union Fair

Over forty unions and 1,000 in-and out-of-school youth (YO! included) participated in the Metropolitan Washington Council, AFL-CIO Community Action Agency's Annual D.C. Union Fair. The union fair is a part of the D.C. youth workforce investment strategy, designed to raise career awareness and increase career options in the selection of future unionized occupations, to increase awareness of apprenticeship training opportunities, to increase internships and employment opportunities, and to increase employer involvement in career preparation.

YO! ensures that young people, particularly those most in need, have the opportunities and skills necessary to succeed in the global economy of the 21st century.

Characteristics Of Program Service Areas

The three designated community Target Area Groups (TAGs) have a total population of 6,704 youth between the ages of 14-21. These areas exhibit distressing levels of economic and social underdevelopment, have more children under the age of 18 with 86% of them living in a single parent home, have a higher incidence of violence and illiteracy, and nearly double the amount of youth who are unemployed compared to other areas of the city. The median household income is 33% below the District’s overall average with an extremely high rate of families dependent on public assistance. The D.C. YO! Program is designed to serve 2,500 to 3,000 youth in a five-year period.

Youth Opportunity Census Tract Designations

Description of Designated Census Tract (CT) Areas

TAG 1

Total Pop: 21,992
Youth (14-21): 2,555
Census Tracts located in Wards 1, 2, and 5
Average Household Income is \$24,849

- One of two areas remaining in D.C. for industrial development, providing blue-collar job opportunities.
- CTs 58 and 47 are the downtown areas of the enterprise communities, with a major retail and office space presence.
- The Shaw neighborhood (CT 35, 48.1, 49.2), with Howard University to the north, contains many row houses.
- Columbia Heights, CTs 28.2, 36, with neighboring Adams Morgan are the District’s most ethnically diverse areas.

Schools: Bell Multi-Cultural HS, Lincoln MS, Banneker HS, Meyer ES, Cardozo HS, R.H. Terrell JH, Walker Jones ES, Montgomery ES, Seaton ES

YO! Centers:

- Latin American Youth Center with Youth-Build Program

TAG 2

Total Pop: 9,333
Youth (14-21): 1,129
Marshall Heights:
Three Census Tracts (78.4, 78.8, 99.4)
Average Household Income is \$24,047

- Located in Ward 7 bordering Maryland.
- The site environs characterized as predominately residential with many single family detached homes.
- Economic development is limited, but major corporations with interests in the area include Potomac Electric Power Company (PEPCO), Washington Gas and Safeway stores.

Schools: Aiton ES, Fletcher-Johnson Education Center, Nalle ES,

YO Centers:

- ARCH Training Center with Youth Build Program
- Covenant House of Washington

The YO! Program is an integral component of a larger vision to build a system that will help youth succeed in the future.

Program Statistics

Designations

TAG 3

Total Pop: 20,833

Youth (14-21): 3,020

Southeast, Southwest: 7 CTs in Wards 2, 6, 8

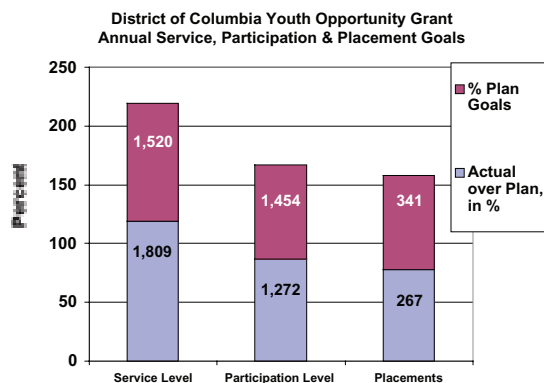
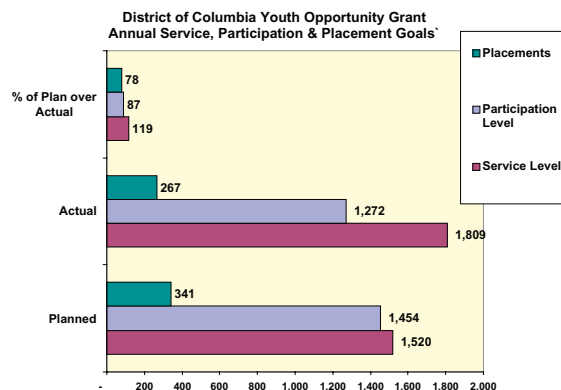
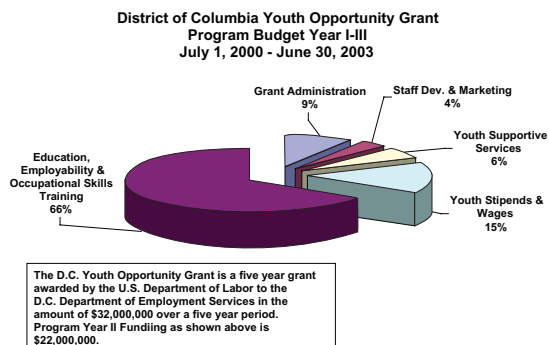
Average Household Income is \$14,945

- Buzzard Point/Anacostia (CTs 64.1, 72) has Median Household Income of \$10,946, waterfront access, proximity to the center of the District and large parcels of federal land.
- Major revitalization occurring at nearby U.S. Navy Yard.
- Old Anacostia (CTs 74.1, 74.6, 75.3) is mostly residential with close proximity to some employment centers, affordable housing, and the Anacostia waterfront.
- Local retail and residential functions found in the Congress Heights/Camp Simms (CTs 73.4, 74.4) area.

Schools: VanNess ES, Green ES, Malcolm X ES, M.C. Terrell ES, Birney ES, Savoy ES, Johnson JH, Ketcham ES

YO! Centers:

- n DC Link and Learn, and Friendship House Association
- n Arch Training Center, and Covenant House of Washington



D.C. YO! Program has effectively established viable partnerships with business, labor and community organizations to expose YO! associates to work-based learning experiences that lead to career opportunities.

Discovering The Power of Partnerships

CEEP Urban Leadership Academy and Verizon Foundation

Each year, local businesses partner with the District to reach more than 6,000 youth with job opportunities and work experiences.

Recently, the Verizon Foundation granted \$75,000 for high school students to join the Urban Leadership Academy, a program created by the Community Equity Empowerment Partnership (CEEP).

The CEEP Urban Leadership Academy provides students of Ballou High School and youth who are out of school with leadership, technology and broadcast media training.

Verizon Foundation's investment builds opportunities for businesses to utilize the new skills the students will acquire.

At a ceremony to commemorate the partnership between Verizon Foundation and CEEP, Marie Johns, president of Verizon Washington, and Barbara Skinner, chair of CEEP, urged students interested in summer jobs and year-round internships to use these new resources. Michael Watts, YO! program director, organized registration sessions to enroll CEEP Urban Leadership Academy Youth.

Businesses interested in partnering with CEEP Urban Leadership Academy or in creating new partnerships with YO! can call:



“The ability to make an early and sustained investment in youth development is a powerful incentive to any viable business...These programs better prepare youth for careers, connect businesses with the communities that they serve, and enhance the caliber of future employees and customers.”

Marie C. Johns, CEO
Verizon Washington, D.C.



Today's Youth Tomorrow's Future

A Chance to Encounter Success

*When Today's Youth Meets Tomorrow's Future
It Begins With You!*

Contact us at (202) 698-4794

**Action to Rehabilitate Community Housing
(ARCH)**

1227 Good Hope Road, S.E.
Washington, D.C. 20020

D.C. Link & Learn Technology Center

1000 U Street, N.W.
Washington, D.C. 20001

Latin American Youth Center

1419 Columbia Road, N.W.
Washington, D.C. 20009

Covenant House of Washington

2001 Mississippi Avenue, S.E.
Washington, D.C. 20032

Friendship House Association

619 D Street, S.E.
Washington, D.C. 20003

**United Planning Organization
Quantum Program**

301 Rhode Island Avenue, N.W.
Washington, D.C. 20001



Anthony A. Williams, Mayor
Government of the District of Columbia



Gregory P. Irish, Director
D.C. Department of Employment Services